I hope the summer has been a good one for you. It is a busy time of year for the construction industry as well as the upcoming fall season. I invite you to read this edition of Shop Talk because it contains interesting articles about current manufacturers promotions and new products. Also, the Lansing Building Products website, lansingbp.com has more information about the products and services we offer. I would like to thank you for your business and understand it is our responsibility to earn it each day.

The Lansing team is excited to announce a DOUBLE POINTS promotion between August and October for Lansing Loyalty program members.

The Lansing Loyalty program is a great way to earn rewards selling replacement windows and sliding patio doors. It’s FREE to enroll and easy to participate. Simply purchase qualifying windows and doors, earn points and shop online at www.lansingloyalty.com.

During the promotion, replacement window and door purchases will be rewarded for each qualifying unit purchased during the period:

- 2,000 points: Each single window unit (single hung, double hung, 2-lite slider, picture window and single vent casement).
- 4,000 points: Patio doors, 3-Lite sliders, twin windows (mulled) and multiple lite casements.
- 6,000 points: Bays, bows and triple windows (mulled).

Great rewards like movie tickets (less than 6,000 points), a YETI Colster Can Cooler (15,807 points) and Apple iPad’s (from 277,478 points) are waiting for you.

Join today and start IMMEDIATELY earning DOUBLE POINTS! Contact your local Lansing representative for more information.

Contact a Lansing representative for more information.
Win In Today’s Market with Ply Gem’s Fullvue 3D Measurement Tool.

Conditioned by an ever-expanding world of digital tools and services, today’s homeowner expects a remodel experience that happens with the help of technology – and they want it all before you ever set foot on their property. Which is why Ply Gem developed Fullvue, a smartphone app that transforms photos of any home into a fully measured, customizable 3D model.

How to use the app to win in today’s market:

1. Better, faster quotes
   To provide quotes with speed and accuracy, take eight photos of any home with the app, making sure you capture each face and corner of the property. Then Ply Gem will email you with measurements to quote the job (+/- 5%), including square footage and lineal measurements for siding, roofing, windows, trim and soffit.

2. Get them engaged
   Homeowners are accustomed to working remotely and being involved in a project end-to-end. With the Fullvue Connect feature, they can take photos of their home to help you provide an estimate remotely – not only will you engage them early on in the process, but now you’re even more prepared for a face-to-face meeting.

3. Credibility builds business
   Fullvue makes it easy to show homeowners what their homes will look like – giving them confidence in their budget, design decisions and doing business with you before they sign on the dotted line. No wonder FullVue users see an average increase in the size of jobs sold and a 5-10% increase in close rates.

Thousands of exterior contractors are using FullVue to put together accurate estimates and show homeowners what different materials and colors will look like on their home. Pricing starts at $30 per property. If you’re new to the app, you’ll receive $125 credit. Sign up at plygem.hover.to or download the Ply Gem Fullvue app from the App Store or Google Play.

Therma-Tru Offers Flush-Glazed Door Options for Consumers Looking to Brighten Up Their Homes

Therma-Tru flush-glazed glass for Fiber-Classic® Oak Collection™ and Smooth-Star® doors features factory-built, seamless construction, and eliminates the need for a lite frame and screw plugs. Available in a variety of door, glass and divided lite options, the Therma-Tru flushed-glazed glass doors can create a clean look for a variety of home styles, with up to a 16% increase in visible glass area.

Built for long-term performance.
As with all Therma-Tru doors, our flush-glazed doors offer beauty that is built to last. The glass is built directly into the door during manufacturing, and a polyurethane foam core surrounds the glass to prevent potential pathways for air and water. This seamless construction adds strength and durability. And to help prevent air and water infiltration, we use a dual adhesive weather seal for high-performance protection inside and out.

Complete the look around the house.
Therma-Tru flush-glazed doors complement the on-trend looks that today’s homeowners desire for both entryway and patio doors.

Choose Fiber-Classic doors for an authentic wood look, crafted with attention to detail that replicates traditional wood door construction. Or if a smooth, paintable finish is better suited to a home style, our Smooth-Star doors are a beautiful choice.

- Therma-Tru privacy and textured glass options deliver function and aesthetics. Versatile designs accommodate a homeowner’s preference for balancing natural light and privacy. Triple-pane construction adds energy efficiency, as well as a smooth, easy-to-clean surface.

- Coordinate with a home’s windows and add curb appeal with divided lite designs. Choose from Colonial, Craftsman or Prairie styles to coordinate with a home’s architecture, then tailor the look with different texture, profile and color options.

With in-demand styles like our flush-glazed doors, plus quality and performance you can count on, Therma-Tru is a trusted partner from selling to installation — and beyond. For more information, contact your local Lansing branch.
Whether a New Build or Remodel, Fypon Can Help Create Value

Whether you’re in the process of building a new home or remodeling one, there’s an opportunity to use Fypon on both the interior and exterior of a home. Especially if your clients are thinking about resale value down the road, they will see value in products that are durable and low maintenance, plus provide beautiful curb appeal.

Important Details on a Home
Starting from scratch? Once a style of home is determined: is it a craftsman? Is it a ranch? Is it a southwestern style? This will then determine which Fypon moulding and millwork products can help complete a look. Or use these same products to upgrade and remodel a home.

On the interior of a home crown moulding, dentil moulding or beams create a clean, completed look. With Fypon, these products are lightweight, easy-to-install polyurethane products, that won’t need callbacks later on. They can also be stained or painted to match any style. Not only do standard beams create a uniquely rustic feel, creating a truss system with Fypon’s polyurethane woodgrain beams creates a truly great room. A new addition to the Fypon family of products are our new end caps and Mesa beam tops for a completed truss system look.

Using baseboard trim, chair rail and smooth flat trim to help create division between spaces in an open concept home is easy, plus they can be painted to match any color palette in a home. The little details – like adding a decorative ceiling medallion – can be the final selling point for buyers as well.

Adding to the Curb Appeal
Do your clients want something to add to the exterior to make it pop? An easy addition to any home are polyurethane shutters. Unlike wood, they stand up to the wind, rain and snow, and can be painted or stained to fit a home’s style. Lightweight and easy to install, the woodgrain and smooth shutters offered by Fypon are built to last.

If you’re giving a home a facelift, install a door surround kit to the front door to draw more attention to what should be the most welcoming part of a home. Fypon door surrounds are made from polyurethane, making them easy to install, more durable than wood surrounds and weather and moisture resistant. Pick from a variety of crosshead and pilaster styles to finish the look.

Another smart addition or renovation to a home is upgrading a standard porch with a PVC QuickRail railing system, for a low maintenance solution. Other additions to boost curb appeal include balustrade systems with various post styles or PVC column wraps to draw potential customers in or create a forever home for a family.

Understanding that builders and contractors want and need products that are easy to install, paint or stain and that are reliable for years to come, Fypon designs products with ease of installation, style and durability in mind. For more information about Fypon, contact your Lansing representative.

Create Custom Profiles for Any Siding and Roofing Application with Tapco’s PRO Brake.

From soffit and fascia to custom brick mold, sill trim, window casing, chimney flashing and more, Tapco’s brake easily produces custom pieces for any siding and roofing application. The efficient pulling motion of the hemming handle keeps the material securely in place without interference and the unique toggle lock system reduces operator fatigue and excessive wear and tear. Independent bending handles allow for easy operation, letting you get closer to the work. The patented Moving Pivot Hinge provides produce more rigid panels.

Contact your local Lansing branch about our September promotion.

Also be sure to check out Tapco Speed Link™
Download a QR Code scan app to your phone and access our YouTube videos on specific brake bends.
Contractors Report up to 50% Increase in Sales With Financing Offers From the GreenSky® Program

Lansing Green has teamed up with the GreenSky® program, the leader in home improvement financing. Trusted by thousands of contractors in the U.S., the GreenSky® program provides consumer financing options to help you close more sales and grow your business.

How GreenSky® Works

Customer Applies
No paperwork required. Homeowner applies by mobile app, online or by phone.

Customer Gets Approved
Credit decisions delivered within seconds. Approved homeowner receives account number.

You Get Funded
Process account number just like you would a regular credit card.

Frequently Asked Questions

Q: Why should I offer financing?
Offering financing gives your customers more options to pay for their dream project. With so many credit plans to choose from, you can present the best plan to meet your customers’ needs.

Q: How do my customers pay me?
Once approved, your customer is given an account number as part of their loan agreement package. Once your customer has received and reviewed their loan agreement and agrees to use the GreenSky® loan, simply use this number as you would a standard credit card with your merchant processor.

Q: My customers pay cash, so why should I offer financing?
Offering payment plans keeps the focus on your service instead of the price. Your customers can always choose to pay with cash, but with financing you can increase their buying power and improve the appeal of your company.

Q: How long does it take for me to get paid?
Once your customer receives the loan agreement, your customer will be able to pay you immediately.

Q: How does the GreenSky program increase sales?
Customers prefer payment options for major purchases to increase their buying power and fit their budget. GreenSky offers multiple plans including Deferred Interest options, low interest, and fixed payments to meet any needs.

Q: How do I offer my customers the GreenSky program?
1) Apply to become a GreenSky contractor.
2) Use our mobile app, online application or phone number to offer financing to your customer.
3) Close the sale and give your customer the products and services they need!

Apply Now to Get Started Today
greenskycredit.com/merchantapplication
800-357-1558 Use Sponsor Number: 390

1 Finacing for GreenSky® consumer credit programs is provided by federally insured, federal and state chartered financial institutions without regard to race, color, religion, national origin, sex or familial status.
2 Subject to qualifying credit approval. Interest accrues during the promotional period but all interest is waived if the entire loan amount is paid in full before the end of the promotional period.
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